

1. A method of modifying content, comprising:
 - determining that the content has a content rating which is greater than a specified content rating limit;
 - identifying at least one segment of the content to be replaced;
 - obtaining at least one segment of replacement content to substitute for the segment content to be replaced, wherein the replacement content meets criteria for a content rating which is no greater than the specified content rating limit; and
 - replacing the at least one segment of content to be replaced with the at least one segment of replacement content.
2. The method according to claim 1, wherein the content is identified by a first Packet Identifier (PID), and wherein the replacement content is identified by a second PID.
3. The method according to claim 2, further comprising mapping the at least one segment of replacement content from the second PID to the first PID.
4. The method according to claim 1, wherein the obtaining is carried out by a download from the Internet.
5. The method according to claim 1, wherein the obtaining is carried out by retrieving the replacement content from a computer readable storage medium.
6. The method according to claim 1, wherein the at least one segment of replacement content contains time stamps that define a start time and a stop time for replacement of each of the at least one segment of replacement content for the at least one segment of content to be replaced.

1 7. The method according to claim 6, wherein the time stamps are carried in an
2 MPEG adaptation field and wherein the substitution is carried out using an MPEG
3 splice function.
4

5 8. The method according to claim 1, wherein the specified content rating limit
6 is obtained from entries made by a user.
7

8 9. The method according to claim 1, wherein the specified content rating limit
9 comprises a stored value established as part of a content entitlement package.
10

11 10. The method according to claim 1, carried out in a content decoding device.
12

13 11. The method according to claim 1, carried out in a television Set-Top Box.
14

15 12. The method according to claim 1, wherein the replacement content contains
16 video which is blanked, censored or re-framed to produce a lower rating, and
17 wherein the replacement content contains audio which is blanked, over-dubbed or
18 censored by masking with a sound.
19

20 13. A computer readable storage medium storing instructions which, when
21 executed on a programmed processor, carry out a process of modifying content
22 according to claim 1.
23

1 14. A method of modifying content, comprising:
2 determining that the content has a content rating which is greater than a
3 specified content rating limit;
4 determining if a filter is available for the content;
5 if a filter is not available for the content, blocking the content;
6 if a filter is available for the content:
7 identifying at least one segment of the content to be replaced;
8 obtaining at least one segment of replacement content to substitute
9 for the segment content to be replaced, wherein the replacement content
10 meets criteria for a content rating which is no greater than the specified
11 content rating limit; and
12 replacing the at least one segment of content to be replaced with the
13 at least one segment of replacement content.

14
15 15. The method according to claim 14, wherein the content is identified by a first
16 Packet Identifier (PID), and wherein the replacement content is identified by a
17 second PID.

18
19 16. The method according to claim 15, further comprising mapping the at least
20 one segment of replacement content from the second PID to the first PID.

21
22 17. The method according to claim 14, wherein the obtaining is carried out by a
23 download from the Internet.

24
25 18. The method according to claim 14, wherein the obtaining is carried out by
26 retrieving the replacement content from a computer readable storage medium.
27
28

1 19. The method according to claim 14, wherein the at least one segment of
2 replacement content contains time stamps that define a start time and a stop time
3 for replacement of each of the at least one segment of replacement content for the
4 at least one segment of content to be replaced.

5
6 20. The method according to claim 19, wherein the time stamps are carried in
7 an MPEG adaptation field and wherein the substitution is carried out using an
8 MPEG splice function.

9
10 21. The method according to claim 14, wherein the specified content rating limit
11 is obtained from entries made by a user.

12
13 22. The method according to claim 14, wherein the specified content rating limit
14 comprises a stored value established as part of a content entitlement package.

15
16 23. The method according to claim 14, carried out in a television Set-Top Box.

17
18 24. The method according to claim 14, carried out in a content decoding device.

19
20 25. A computer readable storage medium storing instructions which, when
21 executed on a programmed processor, carry out a process of modifying content
22 according to claim 14.

1 26. A method of modifying content, comprising:
2 determining that the content has a content rating which is greater than a
3 specified content rating limit;
4 identifying at least one segment of the content to be replaced by retrieving
5 a filter for the content, wherein the filter specifies a location for each of the at least
6 one segment of content;
7 obtaining a segment of replacement content corresponding to each segment
8 of content to be replaced, wherein the replacement content meets criteria for a
9 content rating no greater than the specified content rating; and
10 replacing each segment of content to be replaced with the corresponding
11 segment of replacement content.

12
13 27. The method according to claim 26, wherein the content is identified by a first
14 Packet Identifier (PID), and wherein the replacement content is identified by a
15 second PID.

16
17 28. The method according to claim 27, further comprising mapping the at least
18 one segment of replacement content from the second PID to the first PID.

19
20 29. The method according to claim 26, wherein the obtaining is carried out by a
21 download from the Internet.

22
23 30. The method according to claim 26, wherein the obtaining is carried out by
24 retrieving the replacement content from a computer readable storage medium.

25
26 31. The method according to claim 26, wherein the at least one segment of
27 replacement content contains time stamps that define a start time and a stop time
28 for replacement of each at least one segment of replacement content for the at least
29 one segment of content to be replaced.

1 32. The method according to claim 31, wherein the time stamps are carried in
2 an MPEG adaptation field and wherein the substitution is carried out using an
3 MPEG splice function.
4

5 33. The method according to claim 26, wherein the specified content rating limit
6 is obtained from entries made by a user.
7

8 34. The method according to claim 26, wherein the specified content rating limit
9 comprises a stored value established as part of a content entitlement package.
10

11 35. The method according to claim 26, carried out in a television Set-Top Box.
12

13 36. The method according to claim 26, carried out in a content decoding device.
14

15 37. The method according to claim 26, wherein the replacement content contains
16 video which is blanked, censored or re-framed to produce a lower rating, and
17 wherein the replacement content contains audio which is blanked, over-dubbed or
18 censored by masking with a sound.
19

20 38. A computer readable storage medium storing instructions which, when
21 executed on a programmed processor, carry out a process of modifying content
22 according to claim 26.
23
24

1 39. A method of modifying content, comprising:
2 identifying the content by a first Packet Identifier (PID);
3 obtaining a content rating for the content;
4 obtaining a specified content rating limit;
5 determining that the content has a content rating which is greater than the
6 specified content rating limit;
7 identifying a plurality of segments of the content to be replaced by retrieving
8 a filter for the content, wherein the filter specifies a location for each of the
9 segments of content;
10 obtaining a plurality of segments of replacement content corresponding to
11 the plurality of segments of content to be replaced, wherein the segments of
12 replacement content each meet criteria for having a content rating no greater than
13 the specified content rating, and wherein the replacement content is identified by
14 a second PID; and
15 replacing each of the plurality of segments of content to be replaced with the
16 corresponding segments of replacement content.
17
18 40. The method according to claim 39, further comprising mapping the plurality
19 of segments of replacement content from the second PID to the first PID.
20
21 41. The method according to claim 39, wherein the obtaining is carried out by a
22 download from the Internet.
23
24 42. The method according to claim 39, wherein the obtaining is carried out by
25 retrieving the replacement content from a computer readable storage medium.
26
27 43. The method according to claim 39, wherein the specified content rating limit
28 is obtained from entries made by a user.
29

1 44. The method according to claim 39, wherein the specified content rating limit
2 comprises a stored value established as part of a content entitlement package.

3
4 45. The method according to claim 39, wherein the segments of substitute
5 content contains time stamps that define start times and stop times for substitution
6 of each segment of substitute data for the segments of content to be replaced.

7
8 46. The method according to claim 39, wherein the time stamps are carried in
9 an MPEG adaptation field and wherein the substitution is carried out using an
10 MPEG splice function.

11
12 47. The method according to claim 39, carried out in a television Set-Top Box.

13
14 48. The method according to claim 39, carried out in a content decoding device.

15
16 49. A computer readable storage medium storing instructions which, when
17 executed on a programmed processor, carry out a process of modifying content
18 according to claim 39.

1 50. A method of modifying content in a television Set-Top Box, comprising:
2 identifying the content by a first Packet Identifier (PID);
3 obtaining a content rating for the content;
4 obtaining a specified content rating limit from a stored value;
5 determining that the content has a content rating which is greater than a
6 specified content rating limit;
7 determining if a filter is available for the content;
8 if a filter is not available for the content, blocking the content;
9 if a filter is available for the content:
10 downloading the filter;
11 using the filter to identify at least one segment of the content to be
12 replaced;
13 downloading at least one segment of replacement content to
14 substitute for the segment content to be replaced, wherein the replacement
15 content meets criteria for a content rating which is no greater than the
16 specified content rating limit, and wherein the replacement content is
17 identified by a second PID;
18 wherein the at least one segment of replacement content contains time
19 stamps that define a start time and a stop time for replacement of each of the at
20 least one segment of replacement content for the at least one segment of content
21 to be replaced and wherein the time stamps are carried in an MPEG adaptation
22 field;
23 replacing the at least one segment of content to be replaced with the
24 at least one segment of replacement content, wherein the replacing is
25 carried out using an MPEG splice function; and
26 mapping the at least one segment of replacement content from the
27 second PID to the first PID.
28

1 51. A content decoding device, comprising:
2 a comparing circuit that compares a content rating of the content with a
3 specified content rating limit;
4 a filter that identifies a location in the content of at least one segment of the
5 content to be replaced; and
6 a content replacer that replaces the at least one segment of content to be
7 replaced with at least one segment of replacement content, wherein the
8 replacement content meets criteria for a content rating which is no greater than the
9 specified content rating limit.

10
11 52. The content decoding device according to claim 51, wherein the content is
12 identified by a first Packet Identifier (PID), and wherein the replacement content is
13 identified by a second PID.

14
15 53. The content decoding device according to claim 52, further comprising a PID
16 mapper that maps the at least one segment of replacement content from the second
17 PID to the first PID.

18
19 54. The content decoding device according to claim 51, wherein the at least one
20 segment of replacement content contains time stamps that define a start time and
21 a stop time for replacement of each at least one segment of replacement content
22 for the at least one segment of content to be replaced.

23
24 55. The content decoding device according to claim 54, wherein the time stamps
25 are carried in an MPEG adaptation field and wherein the substitution is carried out
26 using an MPEG splice function.

1 56. The content decoding device according to claim 51, further comprising a
2 modem, and wherein the replacement content is obtained by a download from the
3 Internet.
4

5 57. The content decoding device according to claim 51, further comprising a
6 computer readable storage medium, and wherein the replacement content is
7 retrieved from the computer readable storage medium.
8

9 58. The content decoding device according to claim 51, further comprising a user
10 interface, and wherein the specified content rating limit is obtained from entries
11 made by a user.
12

13 59. The content decoding device according to claim 51, further comprising a
14 storage device, and wherein the specified content rating limit comprises a value
15 stored on the storage device that is established as part of a content entitlement
16 package.
17

18 60. The content decoding device according to claim 51, further comprising a
19 content player device supplying the content.
20

21 61. The content decoding device according to claim 51, further comprising a
22 receiver that receives the content from one of a satellite television distribution
23 network and a cable system distribution network.
24

25 62. The content decoding device according to claim 51, embodied within a
26 television Set-Top Box.
27
28

1 63. A data signal, comprising:

2 a segment of replacement content for use in replacing main content, wherein
3 the main content has a specified content rating and wherein the segment of
4 replacement content meets criteria for a lower content rating; and

5 filter data identifying a segment of main content for which the segment of
6 replacement content replaces.

7
8 64. The data signal according to claim 63, wherein the main content is identified
9 by a first Packet Identifier (PID), and wherein the replacement content is identified
10 by a second PID.

11
12 65. The data signal according to claim 63, stored on a computer readable
13 storage medium.

14
15 66. The data signal according to claim 63, wherein the filter data comprises time
16 stamps that define start time and stop time for replacement of the segment of
17 replacement content for the segment of content to be replaced.

18
19 67. The data signal according to claim 66, wherein the time stamps are carried
20 in an MPEG adaptation field.

1 68. A method of producing replacement content for replacement of segments of
2 main content, comprising:

3 generating segments of replacement content corresponding to segments of
4 main content, wherein the segments of replacement content meet criteria for a lower
5 content rating than that of the main content;

6 generating filter data that identifies starting points and stopping points in the
7 main content for substitution of the segments of replacement content for the main
8 content; and

9 storing the filter data and the segments of replacement content as one or
10 more computer readable data.

11
12 69. The method according to claim 68, wherein the main content is identified by
13 a first Packet Identifier (PID), and further comprising identifying the replacement
14 content by a second PID.

15
16 70. The method according to claim 68, wherein the filter data comprises time
17 stamps that define start times and stop times for replacement of the segments of
18 replacement content for the segments of content to be replaced.

19
20 71. The method according to claim 70, wherein the time stamps are carried in
21 an MPEG adaptation field.

22
23 72. The method according to claim 68, wherein the replacement content contains
24 video which is blanked, censored or re-framed to produce a lower rating, and
25 wherein the replacement content contains audio which is blanked, over-dubbed or
26 censored by masking with a sound.

1 73. A method of producing replacement content for replacement of segments of
2 main content, comprising:

3 generating segments of replacement content corresponding to segments of
4 main content, wherein the segments of replacement content meet criteria for a lower
5 content rating than that of the main content;

6 generating filter data that identifies starting points and stopping points in the
7 main content for substitution of the segments of replacement content for the main
8 content; and

9 transmitting the filter data and the segments of replacement content to a
10 remotely located decoding device.

11
12 74. The method according to claim 73, wherein the main content is identified by
13 a first Packet Identifier (PID), and further comprising identifying the replacement
14 content by a second PID.

15
16 75. The method according to claim 73, wherein the filter data comprises time
17 stamps that define start times and stop times for replacement of the segments of
18 replacement content for the segments of content to be replaced.

19
20 76. The method according to claim 75, wherein the time stamps are carried in
21 an MPEG adaptation field.

22
23 77. The method according to claim 73, wherein the replacement content contains
24 video which is blanked, censored or re-framed to produce a lower rating, and
25 wherein the replacement content contains audio which is blanked, over-dubbed or
26 censored by masking with a sound.